

Ideation Phase

Empathize & Discover

Date	17th October 2023
Project Name	CAR PURCHASE PREDICTION USING ML
Maximum Marks	10 Marks

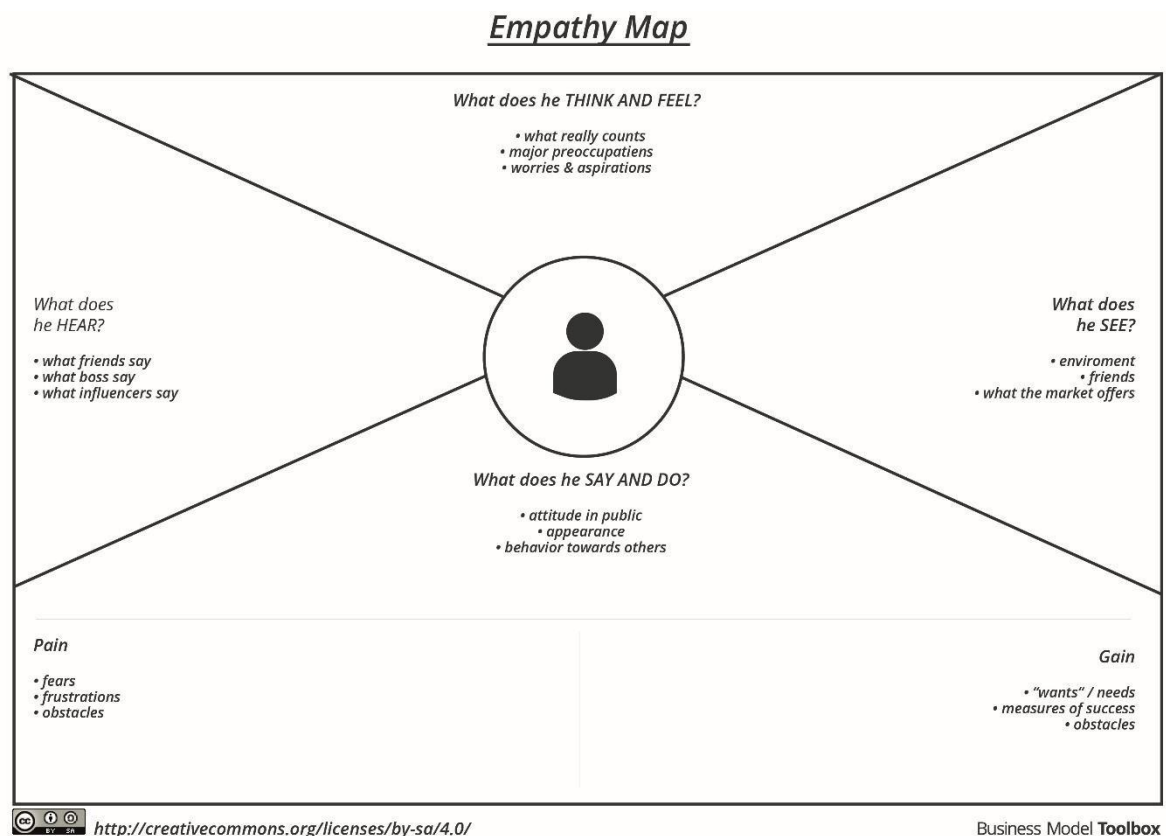
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

CAR PURCHASE PREDICTION USING ML

The objective of this discovery is to empathize with the customer and their issues, thoughts and decisions regarding the requirement of car purchase prediction in their life.

We list out the needs of the buyer and note their opinions on what is the existing issue, what they hear, see and say regarding it, and empathize, which helps us to arrive at a conclusion to develop our model.

Here the buyers can have issues with their income and their car purchase so hence they might have a thought on how the purchase results in long-term. For the industry, proper marketing strategy is needed to hold a good place at the market. The industry also must make efficient use of resources for manufacturing of cars to prevent loss in long term. Hence we empathize with them finding their viewpoints.

